

# Create MCC Document Covers

## Technical Guidelines for Producing Document Covers

In addition to conforming to the basic Formatting Standards as outlined in MCC's *Standards for Corporate Marking and Branding*, MCC document covers must conform to the following additional standards.

### Front Covers—Outside

#### *Professionally Printed*

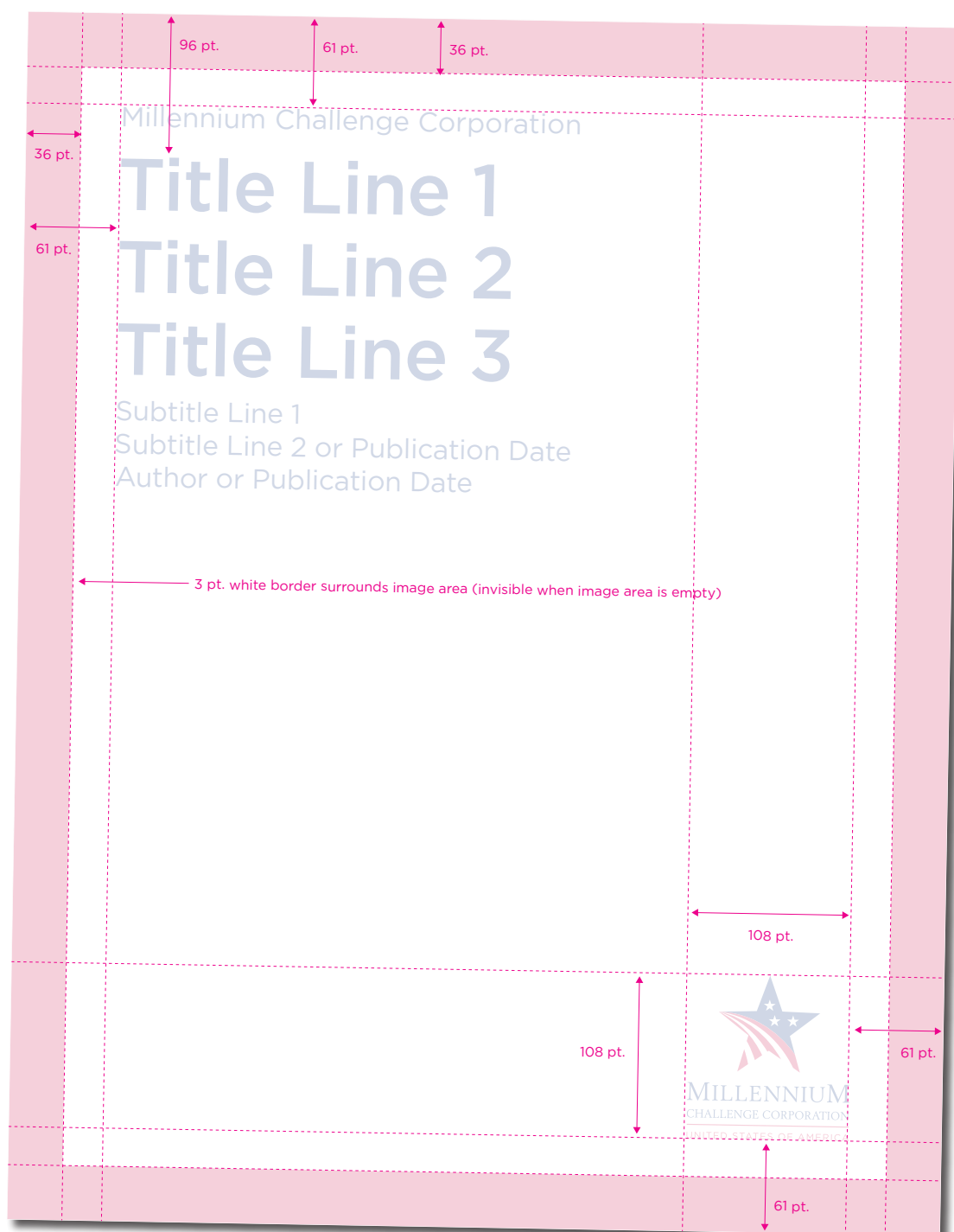
An Adobe Illustrator template named *cover-cmyk-front-print.ai* is saved on MCC's shared network server here:  
*S:\\_divisions\domestic relations\Branding - Corporate\001 - Presos, Proposals, and Publications\001-covers.*

These covers have seven main elements,  
listed alphabetically:

- ★ *Border (required)*: 36 point bleed border in U.S. flag red at 100 percent;
- ★ *Company Name (required)*: "Millennium Challenge Corporation" set in Gotham Book at 18 points on 21.6 point leading in 100 percent U.S. flag blue placed in the upper, left-hand corner 61 points from the top and left edges; When placed on a dark background, the text should have a .5 point white stroke or may be set in 100 percent white;
- ★ *Image (optional)*: A large, central image relevant to the content of the marketing piece and conforming to the imagery guidelines found in the *Imagery* section;
- ★ *MCC Signature (required)*: The full-color MCC logo signature (108 points by 108 points) in the lower, right-hand corner of the page with the lower, right-hand corner placed 61 points from the bottom and right edges of the page;
- ★ *Subtitle (optional)*: a subtitle set in Gotham Book at 18 point on 21.6 point leading in 100 percent U.S. flag blue placed below the title; When placed on a dark background, the text should have a .5 point white stroke or may be set in 100 percent white placed in the upper, left-hand corner 61 points from the left edge and 12

points from the bottom edge of the title; maximum of two lines with one line available for either the author or publication date;

- ★ *Title (required):* The title set in Gotham Medium at 48 points on 56 point leading in 100 percent U.S. flag blue placed below “Millennium Challenge Corporation exactly 61 points from the left edge and 96 points from the top; When placed on a dark background, the text should have a .5 point white stroke or may be set in 100 percent white; maximum three lines;

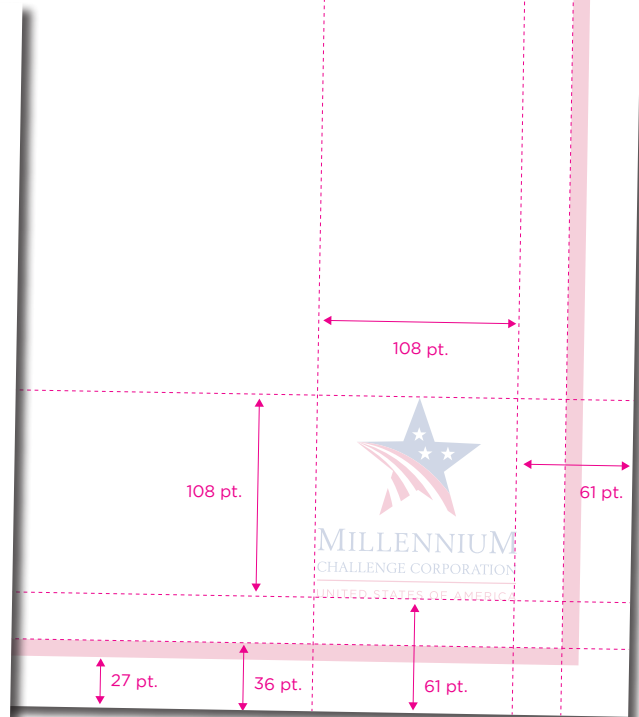
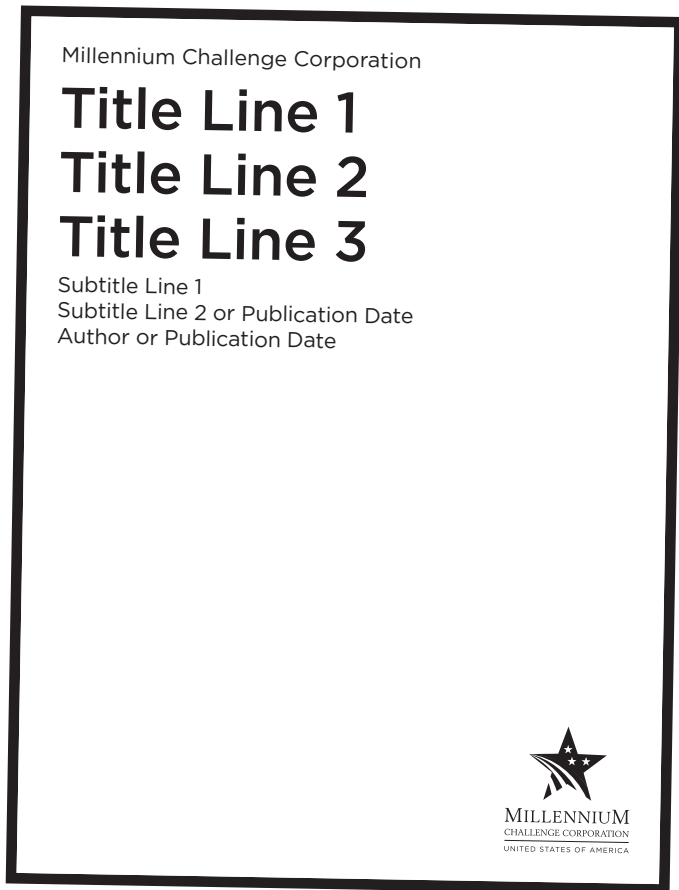
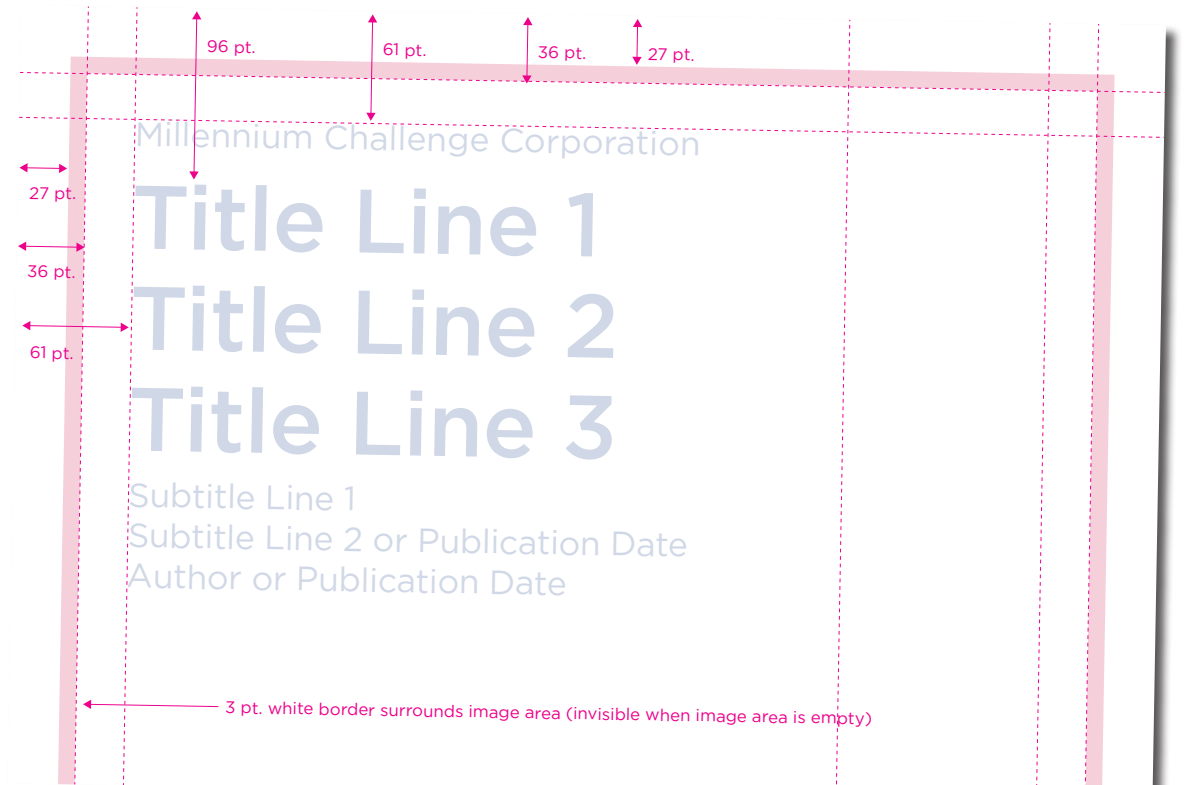


## ***Kinkos Printing, PDF, Microsoft Word or Binder Distribution***

Adobe Illustrator templates available in process (CMYK) color, named *cover-cmyk-front-pdf.ai*, and one color, named *cover-onecolor-front-pdf.ai*, are saved on MCC's shared network server here: *S:\\_divisions\domestic relations\Branding - Corporate\001 - Presos, Proposals, and Publications\001-covers*.

These covers have seven main elements, listed alphabetically:

- ★ *Border (required)*: 9 point border placed 26 points away from the outer edge of the paper in U.S. flag red at 100 percent;
- ★ *Company Name (required)*: "Millennium Challenge Corporation" using the appropriate primary or alternate sans-serif typeface as described in the *Typography* section set at 18 point in the upper, left-hand corner placed 61 points from the left and top edges of the page.
- ★ *Image (optional)*: Either a large, central image relevant to the content of the marketing piece and conforming to the imagery guidelines found in the *Imagery* section or no image;
- ★ *MCC Signature (required)*: The full-color MCC logo signature (108 points by 108 points) in the lower, right-hand corner of the page with the lower, right-hand corner placed 61 points from the bottom and right edges of the page;
- ★ *Subtitle (optional)*: a subtitle set in Gotham Book at 18 point on 21.6 point leading in 100 percent U.S. flag blue (or black) placed below the title; When placed on a dark background, the text should have a .5 point white stroke or may be set in 100 percent white placed in the upper, left-hand corner 61 points from the left edge and 12 points from the bottom edge of the title; maximum of two lines with one line available for either the author or publication date;
- ★ *Title (required)*: The title set in Gotham Medium at 48 points on 56 point leading in 100 percent U.S. flag blue placed below "Millennium Challenge Corporation" exactly 61 points from the left edge and 96 points from the top; When placed on a dark background, the text should have a .5 point white stroke or may be set in 100 percent white; maximum three lines;



# Front Covers—Inside

## *Professionally Printed*

An Adobe Illustrator template named *cover-cmyk-front-inside-print.ai* is saved on MCC's shared network server here: *S:\\_divisions\domestic relations\Branding - Corporate\001 - Presos, Proposals, and Publications\001-covers*.

These inside covers have two main elements, listed alphabetically:

- ★ *Field (required)*: full bleed field of color in U.S. flag red at 100 percent;
- ★ *Grocery List (required)*: the “grocery list” is a list of MCC projects by country that looks like a continuous sentence running outside the margin of the page. The list is set in Gotham Medium at 21.6 points on 25.92 point leading in 80 percent U.S. flag red with country names set in Gotham Black at 21.6 points on 25.92 point leading in 80 percent U.S. flag red;
- ★ *Corporation Name (required)*: the words “Millennium Challenge Corporation” must appear as the last line of the “grocery list” set in Gotham Black at 21.6 on 25.92 point leading in 80 percent U.S. flag red;
- ★ *Tagline (required)*: the beginning of MCC's tagline, “Reducing Poverty Through Growth” must appear immediately following “Millennium Challenge Corporation” on the last line of the “grocery list” set in Gotham Medium at 21.6 on 25.92 point leading in 80 percent U.S. flag red.

No other elements or objects should appear on this page, including a page number.

ts in **Honduras**. Port expansion in **Cape Verde**. Business de  
development services in **Nicaragua**. Assistance to farmers  
farmers in **Georgia**. Upgrading wharfs in **Vanuatu**. Improve  
credit services in **Ghana**. Providing legal aid in **Benin**. Wat  
tion in **Cape Verde**. Gas pipeline rehabilitation in **Georgia**.  
Improve access to agriculture services in **Mali**. Enable dev  
velopment of water point system in **Mozambique**. Provide  
crop insurance in **El Salvador**. Teacher training in **Mongoli**  
Water supply improvements in **Nicaragua**. Formalize prop  
property rights in **Benin**. Improve ferry service in **Ghana**. Str  
Rehabilitate health centers in **Lesotho**. Port upgrades in **M**  
increase financial services in **Morocco**. Repair rural roads i  
vocational education in **El Salvador**. Standardizes propert  
rights in **Mozambique**. Promotes irrigation development i  
in **Ghana**. Rural credit assistance to farmers in **Armenia**.  
Bridge construction in **Cape Verde**. Standardize land tenu  
ure policies in **Nicaragua**. Water supply and sanitation im  
improvements in **Georgia**. Improve solid waste disposal in  
in **Mali**. Construct fish landing sites in **Morocco**. Execute a  
pilot wetlands restoration in **Lesotho**. Improve coconut p  
producers' products in **Mozambique**. Introduce a long-ter  
rangeland leasing system in **Mongolia**. Expand the capaci  
a water treatment plant in **Tanzania**. Strategic road maint  
ntenance planning in **Armenia**. Modernize national interba  
bank payment system in **Madagascar**. Road improvements  
farmer access to credit in **Honduras**. Improve credit inform  
ormation bureau in **Benin**. Services to efficiently perform  
contracts in **Vanuatu**. Construct a blood transfusion cente  
**Millennium Challenge Corporation**. Reducing poverty thro

## ***Kinkos Printing, PDF, Microsoft Word or Binder Distribution***

Inside front cover pages must be blank and must not include a page number.

## **Back Covers—Outside**

### ***Professionally Printed***

An Adobe Illustrator template named *cover-cmyk-back-print.ai* is saved on MCC's shared network server here:

*S:\\_divisions\domestic relations\Branding - Corporate\001 - Presos, Proposals, and Publications\001-covers.*

These back covers have five main elements:

- ★ *Required:* Full-bleed field of U.S. flag red at 100 percent;
- ★ *Required:* MCC's tagline vertically and horizontally centered set in Gotham Book at 18 point.
- ★ *Required:* The full-color, vertical MCC logo signature set at 130 points wide by 173 points tall with the "United States of America" tagline placed 93 points from the bottom edge;
- ★ *Required:* The corporate address in Gotham Book set at 9 point on 10.8 point leading in 100 percent white;
- ★ *Required:* The publication number in Gotham Book set at 3.6 point in 100 percent white set no farther than 36 points from the bottom and right edges.

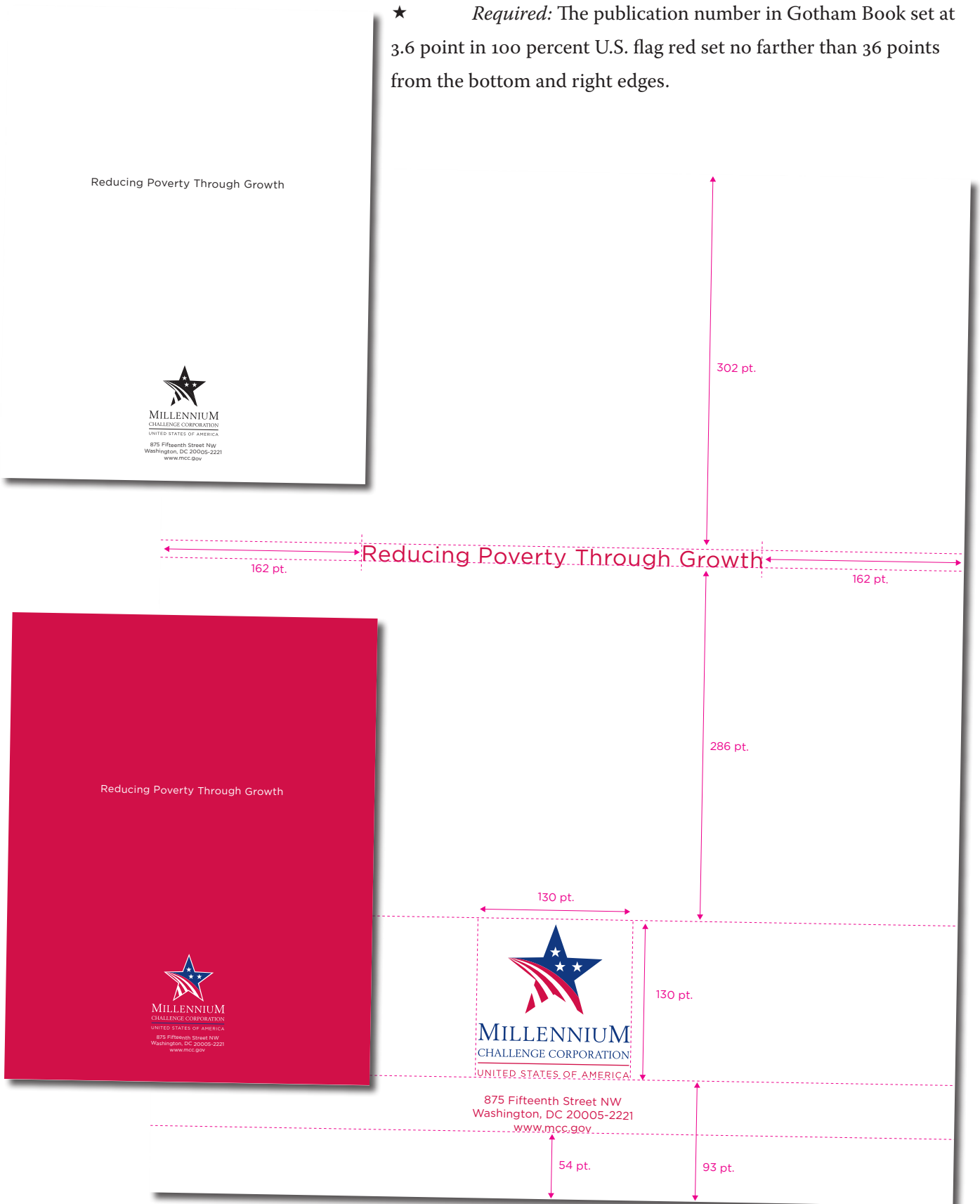
### ***PDF, Microsoft Word or Binder Distribution***

Adobe Illustrator templates available in process (CMYK) color, named *cover-cmyk-back-pdf.ai*, and one color, named *cover-onecolor-back-pdf.ai*, are saved on MCC's shared network server here: *S:\\_divisions\domestic relations\Branding - Corporate\001 - Presos, Proposals, and Publications\001-covers.*

These covers have five main elements:

- ★ *Required:* No color background;
- ★ *Required:* MCC's tagline vertically and horizontally centered set in Gotham Book at 18 point in 100 percent U.S. flag red.
- ★ *Required:* The full-color, vertical MCC logo signature set at 130 points wide by 173 points tall with the "United States of America" tagline placed 93 points from the bottom edge;
- ★ *Required:* The corporate address in Gotham Book set at 9 point on 10.8 point leading in 100 percent U.S. flag red;

★ *Required:* The publication number in Gotham Book set at 3.6 point in 100 percent U.S. flag red set no farther than 36 points from the bottom and right edges.



# Back Covers—Inside

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These inside covers have two main elements, listed alphabetically:

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- ★ *Corporation Name (required)*: the words “Millennium Challenge Corporation” must appear as the last line of the “grocery list” set in Gotham Black at 21.6 on 25.92 point leading in 80 percent U.S. flag red;
- ★ *Tagline (required)*: the beginning of MCC's tagline, “Reducing Poverty Through Growth” must appear immediately following “Millennium Challenge Corporation” on the last line of the “grocery list” set in Gotham Medium at 21.6 on 25.92 point leading in 80 percent U.S. flag red.

No other elements or objects should appear on this page, including a page number.

## *Kinkos Printing, PDF, Microsoft Word or Binder Distribution*

Inside back cover pages must be blank and must not include a page number.

ater in **Lesotho**. Improves potable water access in **El Salvador**. Create agricultural business centers in **Madagascar**. Assist increase drip irrigation usage in **Cape Verde**. Expand financial services in **Benin**. Strengthen public sector procurement capacity in **Ghana**. Construct a new airport passenger terminal in **Mali**. Farmer and enterprise training for commercial agriculture in **Ghana**. Construct small and medium irrigation infrastructure in **Morocco**. Rehabilitate wastewater treatment plants in **Tanzania**. Install animal shelters in **Mongolia**. Provide technical assistance to farmers in **El Salvador**. Modernize the commercial legal system in **Lesotho**. Promote legal and regulatory reform in **Madagascar**. Reproduct decentralize land registration in **Benin**. Improve access to financial and market information in **Mali**. Designs, constructs, and rehabilitates secondary roads in **El Salvador**. Provide support and training to promote gender equality in **Lesotho**. Provides technical assistance to fish vendors in **Morocco**. Increase rail traffic in **Mongolia**. Lay a submarine electric transmission cable in **Tanzania**. Construct water reservoirs in **Cape Verde**. Rehabilitate a primary road in **Nicaragua**. Improve rural land tenure security in **Madagascar**. Construct a weight control system in **Mongolia**. Expand the water treatment plant in **Honduras**. Strengthens supervision of microfinance institutions in **Benin**. Expand irrigation infrastructure in **Mali**. Increase electricity coverage in **El Salvador**. Provide technical skills to youth and unemployed persons in **Mongolia**. Help financial institutions reduce loans in **Benin**. Expand total area under irrigation productivity through growth. **Millennium Challenge Corporation**.